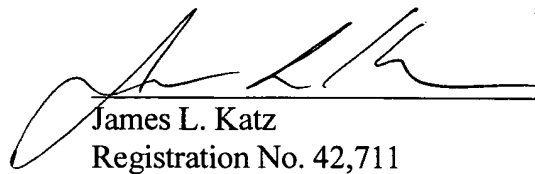


REMARKS

This preliminary amendment adds no new matter to this application and is supported by the specification. Attached hereto is a marked-up version of the changes made to the specification by the current preliminary amendment. The attached page is captioned **"VERSION WITH MARKINGS TO SHOW CHANGES MADE."**

Respectfully submitted,


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VERSION WITH MARKINGS TO SHOW CHANGES MADE

Paragraph 1 beginning at page 7, line 1, has been amended as follows:

-- Referring now to Figure 1, there is shown a recurring order system 100 which allows a consumer 102 to set up a standing order for one or more products or services offered by an electronic commerce vendor 104A, B via a network 106 with a recurring order management system 108. The system [106] 108 causes the standing order to recur at an interval. Upon each recurrence, the standing order is transmitted to a fulfillment entity 110A, B which fulfills the standing order to the customer 102. The recurring order management system 108 is preferably implemented on one or more server computers coupled with the network 106. --

Paragraph 2 beginning at page 7, line 10, has been amended as follows:

-- In the preferred embodiment, the consumer 102 includes an individual consumer (single person or family) having a personal computer, such as a Pentium III based personal computer or equivalent manufactured by Intel Corporation, located in Santa Clara, California, running the Windows 98 operating system, manufactured by Microsoft Corporation, located in Redmond, Washington, and having a browser program, such as Internet Explorer version 5.0, also manufactured by Microsoft Corporation or Netscape Navigator, manufactured by Netscape Communications Corporation, located in Mountain View, California. Other personal computers, operating systems and browser programs may be used. --

Paragraph 2 beginning at page 10, line 9, has been amended as follows:

-- The order management system [102] 108 includes a profile generator 202, a profile management interface 204, a profile database 206 and an order generator 208. As will be discussed in more detail below, a standing/recurring order for a particular consumer 102 is

stored in a profile 210. The profile 210 includes a list of products or services, preferably identified by an identifier such as a stock keeping unit ("SKU"), and a specification of how much and when, i.e. the recurrence, each of those products or services are to be delivered/provided. The profile 210 further includes payment and delivery information. The profile 210 preferably contains enough information to repeatedly fulfill the recurring order without further interaction from the consumer 102. Less information or additional information may be maintained as part of the profile. --

Paragraph 2 beginning at page 13, line 16, has been amended as follows:

-- In still another embodiment, the order matrix 312 may include a category field for each product or service allowing the consumer 102 to categorize and organize listed products or services to facilitate managing and maintaining the recurring order. Products or services may be categorized and grouped to allow group manipulation and modification. In another alternative embodiment, the profile 210 allows the specification of recurring reminders, which are discussed in more detail below. In still another embodiment, the profile 210 is calendar centric rather [and] than product centric and is structured as a daily, monthly or yearly calendar allowing the consumer 102 to specify, by day or date, products and/or services and quantities to be delivered. In addition the consumer 102 specifies the recurrence, i.e. that the order for that particular product or service or group of products or services should recur on that day each month, or every other month or the order should recur every 30, 60 or 90 days thereafter, or that the order is one time only. For example, the consumer 102 may specify that on the first Tuesday of October, 2 twelve ounce bottles of shampoo are to be ordered and that this order should recur on the first Tuesday of every other month thereafter. --